

## Innovative Mobile Health Information: The Digital Diagnosis

As technology continues to evolve, more healthcare providers are turning to mobile healthcare to revolutionise clinical trials and patient care.



In fact, a recent survey of healthcare professionals conducted by HIMSS reported that more than 90 percent are already utilising mobile devices within their organisations to engage patients in their care.<sup>1</sup>

Harnessing the power and flexibility of mobile devices, mhealth technology provides advantages such as:



Measuring free-living health outcomes that are meaningful to patients



Continuous real-time patient monitoring

Transform the way doctors and patients interact by providing richer information for treatment decisions and improving patient engagement and health outcomes.

The mHealth revolution presents many opportunities and challenges, as well as some questions, but for manufacturers willing to embrace the challenges, the rewards may be well worth the effort.

### Enhance Healthcare With Innovative Medical Device Technology



The 2013 eClinicalWorks survey found **93% of physicians** believe mHealth apps have potential to improve patient outcomes.<sup>2</sup>



**89% of physicians** are likely to recommend a mobile health app to a patient.<sup>3</sup>



In practice, **74% of hospitals** that use mobile devices to collect healthcare data are more efficient than those who don't.<sup>4</sup>



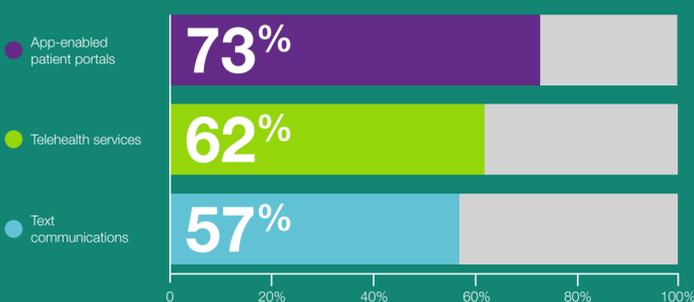
More Than **70% of Provider Employee Participants** Utilise App-Enabled Portals to Engage Patients and Cut Costs.<sup>5</sup>



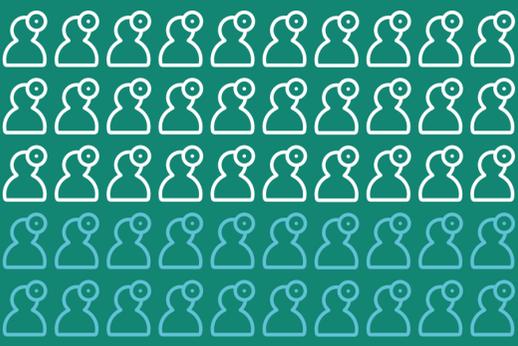
**51% of healthcare professionals** agreed that their organisations directly benefited from innovations such as telehealth interventions and patient monitoring tools, and the ability to remotely coordinate services across the care continuum.<sup>6</sup>

### Optimise Trial Effectiveness and Efficiency With mHealth

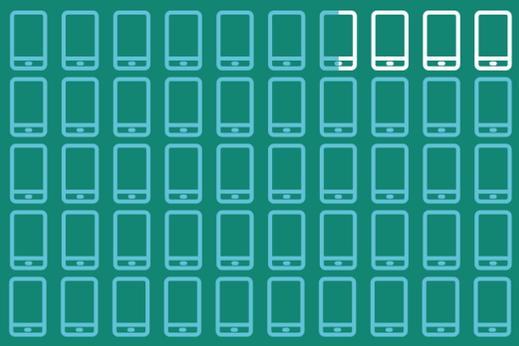
HCP recipients of the 2015 HIMSS Mobile Technology Survey reported leveraging a variety of mobile tools including: app-enabled patient portals (73 percent), telehealth services (62 percent) and text communications (57 percent).<sup>5</sup>



Of these technologies, **36%** of respondents believe the use of app-enabled patient portals is the most effective tool in patient engagement to date.<sup>5</sup>

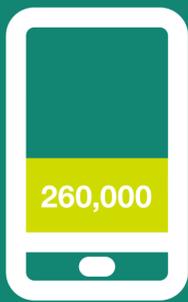


**40% of physicians** believe mHealth technologies can reduce the number of visits to doctors' offices.<sup>5</sup>



**93% of physicians** believe that mHealth apps can improve patient's health.<sup>5</sup>

In 2016, there were 260,000 mHealth apps in the market, which collectively generated 3.2 billion downloads.<sup>6</sup>



90% of respondents to the HIMSS survey are utilising mobile devices within their organisations to engage patients in their healthcare.<sup>1</sup>



### Optimise Trial Potential and Transform Medical Device Pipelines



**54 percent** of healthcare provider employees reported that they experienced substantial cost savings following the deployment of mobile technology. Specifically, areas significantly impacted included preventative support care, telehealth interventions, and resource utilisation.<sup>7</sup>

By 2018, the global mHealth technologies market is projected to reach

**\$21.5 BILLION**

in revenue with a growth of 54.9% per year.<sup>8</sup>

By 2020, the global mHealth revenue is expected to reach

**\$49.12 BILLION<sup>9</sup>**

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